

## AMENDMENT TO THE CLAIMS

Claims 48-66, 76-91 and 99-135 (Cancelled).

67. (Previously Presented) A host system communicatively linked to remote computers of shoppers, the host system comprising:

- at least one of a merchandise database configured to store information associated with merchandise for sale to the shoppers, and a services database configured to store information associated with services for sale to the shoppers;

- a shopper data collector configured to collect and analyze data from the remote computers of shoppers to determine information usable to formulate tailored store screens for shoppers, including for a current communication with the host system by each shopper, data from the shopper's computer collected and analyzed during the current communication from which the shopper data collector determines for the current communication the location of the shopper's computer at the time of the current communication, without the host system requiring the shopper to take any direct action to instruct the shopper's computer to provide such information to the host system and without the host system having such information prior to the current communication;

- a presentation formulator configured to formulate tailored store screens to be displayed on the remote computers of shoppers, including for the current communication by the shopper, formulating one or more tailored store screens to be displayed on the shopper's computer during the current communication, the one or more tailored store screens being formulated by the presentation formulator by including and excluding selected information in at least one of the merchandise database and the services database at least in part based upon the location of the shopper's computer at the time of the current communication, as determined by the shopper data collector; and

- a web server configured to communicate with the remote computers of shoppers and to send the tailored store screens to the remote computers.

68. (Previously Presented) The host system of claim 67 wherein the data collected and analyzed by the shopper data collector from the shopper's computer during the current communication to determine information usable to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication includes the search request the shopper entered into the shopper's computer to navigate to the host system to initiate the current communication, without the host system requiring the shopper to take any direct action to instruct the shopper's computer to provide such information to the host system and without the host system having such information prior to the current communication, and wherein the one or more tailored store screens to be displayed on the shopper's computer during the current communication are formulated by the presentation formulator by including and excluding selected information in at least one of the merchandise database and the services database at least in part based upon the search request the shopper entered into the shopper's computer to navigate to the host system to initiate the current communication, as determined by the shopper data collector.

69. (Previously Presented) The host system of claim 67 wherein the data collected and analyzed by the shopper data collector from the shopper's computer during the current communication to determine information usable to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication includes the prior web site from which the shopper navigated to the host system to initiate the current communication, without the host system requiring the shopper to take any direct action to instruct the shopper's computer to provide such information to the host system and without the host system having such information prior to the current communication, and wherein the one or more tailored store screens to be displayed on the shopper's computer during the current communication are formulated by the presentation formulator by including and excluding selected information in at least one of the merchandise database and the services database at least in part based upon the prior web site from which the shopper navigated to the host

system to initiate the current communication, as determined by the shopper data collector.

70. (Previously Presented) The host system of claim 67 wherein the data collected and analyzed by the shopper data collector from the shopper's computer during the current communication to determine information usable to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication includes the software installed on the shopper's computer at the time of the current communication, without the host system requiring the shopper to take any direct action to instruct the shopper's computer to provide such information to the host system and without the host system having such information prior to the current communication, and wherein the one or more tailored store screens to be displayed on the shopper's computer during the current communication are formulated by the presentation formulator by including and excluding selected information in at least one of the merchandise database and the services database at least in part based upon the software installed on the shopper's computer at the time of the current communication, as determined by the shopper data collector.

71. (Previously Presented) The host system of claim 67 wherein the data collected and analyzed by the shopper data collector from the shopper's computer during the current communication to determine information usable to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication includes the search request the shopper entered into the shopper's computer to navigate to the host system to initiate the current communication, the prior web site from which the shopper navigated to the host system to initiate the current communication and the software installed on the shopper's computer at the time of the current communication, without the host system requiring the shopper to take any direct action to instruct the shopper's computer to provide such information to the host system and without the host system having such information prior to the current communication, and wherein the one or more tailored store screens to be displayed on

the shopper's computer during the current communication are formulated by the presentation formulator by including and excluding selected information in at least one of the merchandise database and the services database at least in part based upon the search request the shopper entered into the shopper's computer to navigate to the host system to initiate the current communication, the prior web site from which the shopper navigated to the host system to initiate the current communication and the software installed on the shopper's computer at the time of the current communication, as determined by the shopper data collector.

72. (Previously Presented) The host system of claim 67 wherein the location of the shopper's computer at the time of the current communication, as determined by the shopper data collector, is used by the shopper data collector to determine for the current communication particular traits, habits, or interests of the shopper or other pertinent shopper information, then used by the presentation formulator to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication.

73. (Previously Presented) The host system of claim 67 wherein the presentation formulator formulates the one or more tailored store screens to be displayed on the shopper's computer during the current communication to contain at least one of a direct response advertisement area and an impulse advertisement area, containing information on at least one of merchandise and services related at least in part to the location of the shopper's computer at the time of the current communication, as determined by the shopper data collector.

74. (Previously Presented) The host system of claim 67 wherein the location of the shopper's computer at the time of the current communication, as determined by the shopper data collector, is stored on a publicly accessible database.

75. (Previously Presented) The host system of claim 74 wherein the publicly accessible database is the Domain Naming System entries of publicly accessible network delegation records.

92. (Previously Presented) A system to provide information regarding at least one of merchandise and services to each of a plurality of computers via at least one communication session through a network, each of the computers having a network address used to address each computer on the network, the system comprising:

- a database configured to store information associated with at least one of merchandise and services;

- a data collector configured to determine, from data transmitted from one of the computers to the system during a current communication session, the identity of the network address of the computer, the data collector further configured to determine, through use of the identity of the network address, additional information about the computer that is in addition to the identity of the computer's network address, without need of a communication session between the system and the computer occurring prior to the current communication session and without need of the computer furnishing any portion of the additional information about the computer to the system; and

- a presentation formulator configured to select, based at least in part upon the additional information about the computer determined by the data collector, data regarding at least one of merchandise and services from the database to be included in at least one tailored screen to be displayed on the computer during the current communication session with the system.

93. (Previously Presented) The system of claim 92 wherein the data collector is configured to determine additional information about the computer by reading the additional information from a publicly accessible database.

94. (Previously Presented) The system of claim 93 wherein the data collector is configured to read the additional information from a publicly accessible database known as the Domain Name System (DNS).

95. (Previously Presented) The system of claim 92 wherein the data collector is configured to determine additional information about the computer by accessing publicly accessible information stored in a publicly accessible database using the identity of the network address.

96. (Previously Presented) The system of claim 95 wherein the data collector to configured to access a publicly accessible database known as the Domain Name System (DNS) database.

97. (Previously Presented) The system of claim 92 wherein data collector is configured to determine geographical location of the computer as the additional information about the computer.

98. (Previously Presented) The system of claim 92 comprising at least one web server configured to send the at least one tailored screen to the computer via the network during the current communication session.